



Intellectual Property Basics

**A Donny the Downloader
guided PowerPoint lesson**



What is Intellectual Property?

It is property that is an idea in your mind. Once you create that idea it becomes “Intellectual property”.



Intellectual Property

For example, if you have an idea for a song – once you write it down or sing it and record it – it's property. **YOUR** property.

The same is true for lots of other things that come from our ideas like pictures, drawings, stories, music, software, and more!

Each of these has **VALUE** to the person who created it.



How do we protect this
type of property?

Take some time to think and discuss this.

Copyright

Intellectual Property is protected under a complex series of laws called copyright.

Copyright

Copyright is protection provided by the laws of the United States to the creators of things like books or other written works, as well as other dramatic, musical, and artistic works.

Copyright

To be copyright protected, the works must be in *tangible* form.

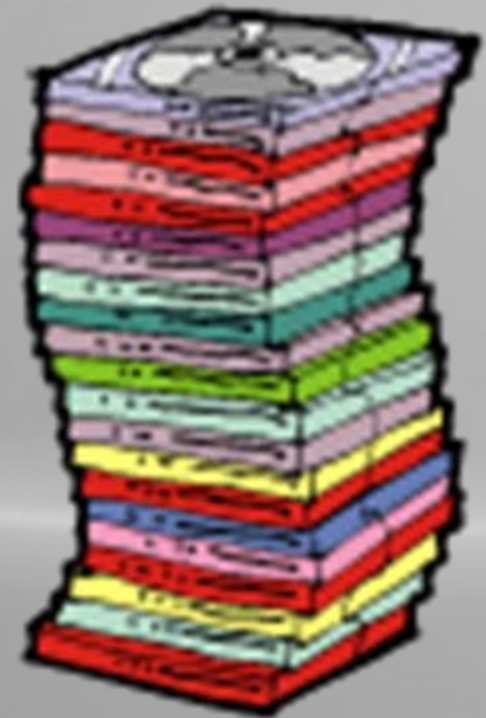
This protection means that the owner has control of what can be done with his or her Intellectual Property.

? What does *tangible* mean?

Tangible

Tangible means the work is in a format that has substance or material.

For example, a song becomes tangible when it is put into a document or made into a recording.



Copyright

Copyrighted works are protected from being copied, distributed, performed, or changed without the creator's (or owner's) permission.

This protection is available to both published and unpublished works, and applies to your work also!

Copyright

In fact, as soon as something you do takes tangible form it is protected by copyright. That report you created for history class – it is copyrighted!

The best way to show copyright is this symbol © followed by the date.



For additional protection, you can also register copyright.

Copyright Protection

Copyright protects the owner/creator from others stealing or using their work without permission.

What does that mean for you when you need to quote an article, use a picture, or some music in a presentation?

Think about it!



It's the LAW

It is against the law – a **CRIME** – to violate Copyright laws.



Violations

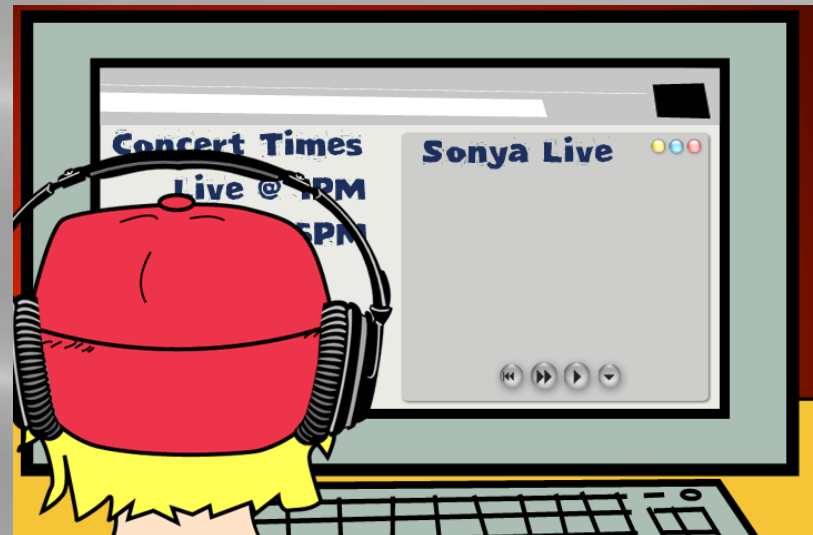
Violations of copyright can carry some hefty penalties.

And remember, there is no such thing as “not copyrighted.” When you produce something, you automatically hold the copyright!



Intellectual Property Theft

So what is it called when someone violates copyright and “steals” a piece of Intellectual property?



Piracy!

Piracy is the unauthorized reproduction or use of a copyrighted book, recording, television program, patented invention, trademarked product, etc.



Piracy

Unfortunately piracy occurs every day.

People go online and download music, view movies, make copies of software for friends, etc.

How is this harmful behavior?



Piracy Hurts

Unfortunately piracy hurts quite a few people. The song that is stolen when it's downloaded online hurts not just the singer, but the writer, composer, musicians, studio workers, and even the clerk at the local music store.

The same is true for other types of piracy – like videos and software.



Copyright Exceptions

Lawmakers came to the realization that sometimes, to advance education, students and teachers need to use products that are copyrighted.

To cover these situations they developed the Fair Use Laws which create exceptions to copyright law for educational and other purposes.

Fair Use

Fair Use is a complicated concept to understand, especially when you consider new technologies and ways to access material on the Internet.





Fair Use

**For students, fair use is fairly easy.
You have more rights to properly use
materials than anyone else.**

Fair Use

You can use graphics and content for educational purposes in small amounts.

- 30 seconds of a song
- 1 picture from a book
- A quote with appropriate citation

Fair Use

Just remember to give credit so that you aren't guilty of *plagiarizing*.

However, also remember that work cannot be publicly displayed or put into a situation where it could be distributed or copied. (Examples – Web site, contest, sell for school funds, etc.)

Do you really know what plagiarism is?

Plagiarism

Plagiarism occurs when you copy someone else's work and present it as your own.



Plagiarism

You are plagiarizing if you cut and paste from the Internet, copy a picture, etc. and don't give credit to the author or creator. from the Internet, copy a picture, etc. and don't give credit to the author or creator.



Avoid Plagiarism

Use information correctly

- Paraphrase and appropriately identify your source (tell where you got the info)
- “Quote” your source
- Cite references (make a list of - author, title, page, website URL, etc.)
- Use footnotes

Cite Your Sources

Before you leave the Web site:

- Copy the URL of any Web site you use. A URL is found near the top of a Web page and looks like this: <http://www.isafe.org>
- Write down the title of the article
- Write down the author – the person who wrote the information or the group which sponsors the Web site.
- Write down the date the Web page was made – it's usually at the bottom of the page.



Create a Reference List

List any Web site/book you use at the end of your report like this:

i-SAFE America. Staying Safe Online. March 11, 2004. Obtained on March 29, 2004 from <http://www.isafe.org>

(Name of author, Name of article. Date article written. Date you found article and the Web site where you can view article.)



That's a lot of Information

**Just remember –
Don't be a Donny!**



When you are online, think about whether you are using information appropriately, correctly, and safely.



For School

Follow fair use guidelines and ask for help if you are unsure about using any material.

For Play

Make sure you are purchasing legal copies from a respectable source, online and offline.



Enrichment Activity

Take what you have learned one step further by completing the enrichment goal for this lesson.

Create your own copyrighted work by developing a slogan or Public Service Announcement to tell others about the right way to use Intellectual property.